



United States
Department of
Agriculture

Agricultural
Marketing
Service

STOP 0254 – Room 2607-S
1400 Independence Avenue, SW.
Washington, D.C. 20250-0201

Naturally Raised Livestock and Meat Marketing Claim Listening Session Agenda

Wednesday, January 17, 2007

*Hyatt Regency Tech Center
7800 East Tufts Avenue
Denver, CO 80237
(303) 779-1234*

Welcome and Opening Comments

1:00 p.m.

William T. Sessions
Associate Deputy Administrator
Livestock and Seed Program

Marketing Claims and Their Functions in USDA Programs

1:10 p.m.

William T. Sessions

Overview of Requests for Certified Naturally Raised

Martin E. O'Connor
Chief, Standards, Analysis and Technology Branch
Livestock and Seed Program
Agricultural Marketing Service

Label Approval Programs of FSIS

Tammie Myrick
Office of Policy, Program and Employee Development (OPPED)
Labeling and Consumer Protection Staff (LCPS)
Food Safety and Inspection Service

Public/Stakeholders Input

1:40 p.m.

Moderated by William T. Sessions

Closing Comments

3:55 p.m.

William T. Sessions

Email address: NaturallyRaised@usda.gov
Website address: www.ams.usda.gov/lsg/stand/claim.htm